

Ideas to improve the situation:

- active attraction of foreign direct investment in the creation of new original domestic medicines;
- increasing the export potential of pharmaceuticals;
- to develop in new directions of pharmacology, for example in pharmacogenetics;
- increase production and dynamic development of innovative products;
- increase the competitiveness and investment attractiveness of pharmacology.

**Conclusion.** Belarus has shown good progress in the development of the pharmaceutical industry in recent years, ensuring an increasing presence of domestic medicines on the market every year, and boldly entering the foreign market. It is necessary to further increase the percentage of Belarusian and imported medicines in the direction of Belarusian ones, making them accessible to all categories of the population and effective in terms of medicinal properties.

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#### THE LATEST TRENDS IN DAIRY INDUSTRY IN BELARUS

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*Резюме – Статья рассматривает ключи к успеху молочной промышленности в Беларуси. В ней дан краткий обзор усовершенствований ассортимента, положительных сдвигов в законодательной сфере, регулирующей отрасль и в целом о ее либерализации, что вносит свой вклад в общую картину успеха.*

*Resume – The article considers the keys to success in the arena of the dairy industry in the Republic of Belarus. It outlines great improvements in the sphere, the main trends regarding range of products, liberalization of the industry and etc. Some changes in the regulatory framework are also mentioned, as they contribute a lot in its success.*

**Introduction.** The dairy industry is considered the basis of the agro-industrial complex of the Republic of Belarus. Sustainable provision of abso-

lutely all segments of the population with high-quality products is crucial for achieving the goal of improving the existence and well-being of the population.

In recent years, Belarus has achieved significant success in the dairy industry and has become one of the main exporting countries around the world. Most Belarusian products are purchased by the CIS countries, for example, Russia, where there is high demand for our dairy products.

The dairy industry is a highly developed area, equipped with advanced technologies. It includes enterprises that, along with pasteurized milk, produce sour cream, cheeses, butter, cottage cheese, canned dairy products, cottage cheese, milk powder, kefir, ryazhenka, cream, yogurt and other dairy products that occupy a significant place in the food menu of the city's residents. The dairy region of Belarus is of primary importance in the processing industry, as it produces the most important food products for the residents of the state. If you look at the data published by the Ministry of health of Belarus, the grocery basket of the buyer consists of 40 percent of milk and dairy products. More distinctive features of the formed dairy market include the satisfied demand for milk and dairy products, the revival of demand from customers, the elasticity of the system of financial relationships in the chain “production – processing – consumption”. The total non-interference of the country in the economic activities of the dairy market subjects is replaced by its regulation at the regional, interregional and state levels. The area of dairy industry is performing within the regulatory framework appropriate to market circumstances.

**Main part.** The list of dairy products of the Republic of Belarus contains more than 1,500 names, including butter – 30, cheeses of absolutely all varieties – the most 300, whole-milk products – more than 700. In recent years, the state's milk processing companies have been developing the latest, non-standard varieties of the product for the domestic sphere. The major enterprises of the industry are the open joint stock company (JSC) “Savushkin product” (Brest), the company “Mogilev dairy firm “Babushkina Krynka” (Mogilev), JSC “Minsk dairy plant No 1” (Minsk), JSC “Gormol plant No 2” (Minsk), OJSC “Milkavita” (Gomel), etc.

Since 2010, 300 new dairy complexes and farms have been created in the Republic of Belarus, and 1063 have undergone major reconstruction. This makes it possible to increase the number of dairy cows, to create guaranteed conditions for increasing their productivity, and significantly improve the working conditions. This not only improves the technological processes of milk production and animal welfare, but also enables administration to perform work on the installation and replacement of milking equipment, improve the state of the buildings for milking structures, cowsheds, deadwood shops, to repair entrances and fences of farms. Priority is given to the conversion of dairy farming into innovative manufacturing processes with free-range content. Currently, there are more than 1.6 thousand such farms in the state.

The increase in milk production, as well as the introduction of advanced manufacturing technologies, made it possible to significantly increase the range of dairy products: the latest varieties of hard cheeses, the latest varieties of children's and dietary foods, enriched with vitamins, bifidobacteria and etc. Belarusian dairies have started studying the latest dairy products (kefir, milk, sour cream) enriched with lactulose, a unique milk sugar, created in Belarus using biotechnologies.

But the list of children's dairy products, cottage cheese products, and yoghurts is limited. The main factor is the problems associated with providing a variety of raw materials, especially large dairy processing facilities. Thus, for example, companies whose production capacities make it possible to convert up to 150–1700 tons of milk per day at the present time, feel a shortage of raw materials, since nearby agricultural companies have every chance to provide a total of 700–1000 tons of milk per day. The way out of the situation may be the creation of vertically integrated firms engaged in the production and processing of milk, the selling of finished products, which will allow to ensure a close and beneficial relationship among all components of the dairy product subcomplex, use idle productive power of dairies.

The activities of the food sector are subject to the goals and objectives set out in the State program for the formation of agricultural business in the Republic of Belarus in 2016–2020 (sub-program “development of animal husbandry, processing and implementation of animal products”). The program structure includes the sub-program «development of animal husbandry, processing and sale of animal products», which considers the characteristics of the dairy area (increasing the size of production of milk, fat cheeses, animal oil, whole milk products, etc.).

In Order for the products to be in significant demand in the world market, it is mandatory to guarantee their correlation with world standards, in particular, the ISO-22000 standard «Requirements for organizations involved in the food industry». In Belarus, according to this standard, out of 63 dairy processing establishments, the most 30 are certified.

In Minsk, the largest enterprises are considered to be “JSC Minsk dairy plant No. 1” and JSC “Gormolzavod No. 2”. In the Grodno region, JSC “Molochny Mir”, JSC “Lida dairy and canning plant”, and Volkovysk JSC “Bellakt” operate. In Vitebsk region the manufacture of dairy products implements OJSC “Lepel milk canning plant”, JSC “Glubokskiy milk factory”, etc. The largest dairy enterprise of the Mogilev region is the company “Mogilev dairy company “Babushkina Krynka” (Mogilev), in the Gomel region can be noted JSC “Rogachevsky dairy and canning plant”, JSC “Milkavita”.

**Conclusion.** The possibilities of manufacturing dairy products in Belarus in the coming years are positive, actually determined by the increase in domestic demand, but also by the expansion of the geography of exports of dairy products. A significant part of the produced whole-milk products is supplied from

abroad of the Republic of Belarus, there is an increase in exports, its separate weight is more than 50 %.

By 2020, Belarus intends to complete comprehensive provision of advanced technologies and equipment for absolutely all dairy farms, while simultaneously forming a feed base that meets the needs of the industry. Deliveries to the domestic market should amount to approximately 3.7 million a tons of milk and dairy products, while creating an export potential of 5.3 million tons. In this way, it is possible to highlight that the dairy industry of the Republic of Belarus is characterized by a positive dynamics in the volume of production, and in addition, an increase in the volume and part of exports.

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#### MODERN TRENDS OF WORLD TOURISM DEVELOPMENT

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*Резюме – В статье рассматриваются глобализация и локализация туризма, тенденция перехода массового туризма к индивидуализации, связь информационных технологий с развитием электронного туризма, перспектива роста нишевого туризма в будущем и переход от «индустрии услуг» к «индустрии опыта и впечатлений».*

*Resume – The article describes globalization and localization of tourism, the trend of mass tourism towards individualization, the relationship of information technology with the development of e-tourism, the prospect of a growth in niche tourism in the future and the transition from a «service industry» to an «industry of experience and impressions».*

**Introduction.** Tourism entered the XXI century, as the most stable developing sector of the economy, becoming one of the most profitable and most dynamic sectors of international trade in services. At this stage of development, world tourism is showing continuous growth. In addition to the trends of the last decades, characterizing the development of the tourism market, the trends introduced by the era of globalization, the century of information and communication, and the new information society have been clearly reflected [1].